Transportation is part of our experience every day, connecting us to jobs, our families, entertainment, the things we buy and other basic needs. It enables us to have a high quality of life.

The Mid-America Regional Council has spent two years working with planners, elected officials and area residents to develop *Transportation Outlook 2040*, the Kansas City region’s next long-range transportation plan.

This important plan outlines a new vision for our transportation system and will guide $18 billion in multimodal investments over the next 30 years.

It also serves as the region’s *Coordinated Public Transit–Human Services Transportation Plan*.

The plan is made up of:

- **POLICY FRAMEWORK**
  - Vision, goals and strategies
  - MARC Board growth and land use policy statement

- **LAND-USE DIRECTION**
  - Activity centers and corridors

- **FORECAST**
  - Most likely future growth patterns

- **TRANSPORTATION PROJECTS**
  - Maintain and operate existing system
  - New capacity/expansion
  - Inform forecast and set policy agenda
ABOUT MARC

The Mid-America Regional Council serves as the association of city and county governments and the metropolitan planning organization for the bistate Kansas City area.

MARC receives federal funds to develop regional transportation plans and programs and coordinate studies — working with federal, state and local governments, transit providers and the public.

TRANSPORTATION OUTLOOK 2040 TIMELINE

<table>
<thead>
<tr>
<th>PHASE 1</th>
<th>PHASE 2</th>
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<tbody>
<tr>
<td>2008</td>
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<td>SP</td>
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<tr>
<td>1. Understand existing regional conditions</td>
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<td>2. Create transportation vision based on needs and values</td>
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<td>3. Evaluate potential planning strategies</td>
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<td>4. Choose a preferred future scenario</td>
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<td>5. Select major transportation projects and develop plan</td>
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<td>6. Adopt and communicate final plan</td>
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3-PART APPROACH TO DEVELOPING THE PLAN

**TRANSPORTATION:** How do we provide an affordable, robust transportation system?

**ENVIRONMENT:** How can transportation planning safeguard or enhance our natural environment?

**GROWTH & DEVELOPMENT:** How can our region’s growth and development support our transportation goals?
MARC has created a set of wide-ranging policy goals for Transportation Outlook 2040 — major things we want to achieve with our transportation system.

- They are consistent with needs local cities and counties are already planning for, and also with common themes expressed by citizens about the Kansas City region’s transportation needs through outreach efforts like “Imagine KC,” a project to envision a sustainable future for our metro.
- These goals will direct and strategies that help us meet them, as well as ways to measure our progress over time.
- MARC used the policy goals to help select which transportation projects should be funded in the future.
- This list of goals has been adopted by the Total Transportation Policy Committee, MARC’s main transportation committee, made up of local elected officials from the region.

**GROWTH & LAND USE STATEMENT:**
The MARC Board of Directors has adopted a policy statement on regional growth and land use that supports increased development in activity centers and along key transportation corridors.

**TRANSPORTATION SYSTEM VISION:**
A safe, balanced, regional multimodal transportation system that is coordinated with land-use planning, supports equitable access to opportunities, and protects the environment.

1. **ACCESSIBILITY** — Maximize mobility and access to opportunity for all area residents
2. **CLIMATE CHANGE & ENERGY USE** — Decrease the use of fossil fuels through reduced travel demand, technology advancements, and a transition to renewable energy sources
3. **ECONOMIC VITALITY** — Support an innovative, competitive 21st-century economy
4. **ENVIRONMENT** — Protect and restore our region’s natural resources (land, water, air, etc.) through proactive environmental stewardship
5. **PLACE MAKING** — Coordinate transportation and land-use planning to create quality places and strengthen the region
6. **PUBLIC HEALTH** — Facilitate healthy, active living
7. **SAFETY & SECURITY** — Improve safety and security for all transportation users
8. **SYSTEM CONDITION** — Ensure transportation system is maintained in good condition
9. **SYSTEM PERFORMANCE** — Manage the system to achieve reliable and efficient performance

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New policy goal for 2040
WE’VE TALKED TO...

- MARC transportation committees
dozens of meetings (highway, freight, public transit, bicycle/pedestrian, safety, environmental)

- Nine public forums around the region, and two open houses at MARC: October 2008–May 2010

- Postcards to the Future children’s activity:
  Kansas City Public Library – Plaza Branch, Scuola Vita Nuova Charter School, Bridging The Gap’s EarthFest in 2009

- Future in Focus photography contest:
  Citizens submitted over 75 photos of what they value in metro KC

- Transportation surveys on regional needs and growth policies: 1,018 citizens participated

- Community presentations / discussions:
  More than 94 events from November 2008–May 2010